

TRAINING FOR RETAIL COMMERCE

(TC-97-10-19-AR)

EXECUTIVE SUMMARY

Executing agency:	Commercial Business Activities Association (CAME)	
Beneficiaries:	Small retail businesses	
Objectives:	The main objective of the program is to help improve the competitiveness of retail businesses, facilitating their reconversion, sustainability, and growth. In pursuit of these objectives, the program will consist of subprograms for training, technical assistance and strategic alliances, and information systems – in addition to the promotion of supply and demand and program evaluation.	
Financing:	Modality:	Grant
	Beneficiary:	US\$2,000,000
	MIF (Window III):	US\$1,400,000
	MIF (Window II):	<u>US\$ 600,000</u>
	Total:	US\$4,000,000
Exceptions to Bank policy:	None.	
Special contractual clauses:	<p>Special contractual conditions precedent to the first disbursement: (a) hiring the program director (paragraph 4.3); and (b) putting the program Operating Regulations into effect (paragraph 4.3).</p> <p>Special contractual conditions during execution: three evaluations: the first 12 months after signature of the agreement; the second after 24 months of execution; and the third after 51 months of execution (paragraph 3.14).</p>	